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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST OCTOBER EVER

FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 3.6 million major home appliances were shipped in October -- establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Total appliance shipments were 6.3% higher than October 1984.

From January through October, industry shipments exceeded 35.3 million units, which also established a record 10 months for appliance shipments. Compared to the same period last year, shipments were up 5.7%.

The latest forecast for 1985 calls for industry shipments of 41.2 million units, a gain of 4.5% over 1984, the previous record year. This would mark the first time in history that annual shipments exceeded 40 million units.

Substantial shipment gains were recorded in October for several products.

* 10.1% for dryers (420,300 units),
* 10.3% for dishwashers (357,000 units),
* 10.7% for refrigerators (559,200 units),
* 13.5% for automatic washers (528,200 units),
* 14.7% for freezers (99,900 units) and

(MORE)

* 231.6% for dehumidifiers (6,300 units).

Shipments of automatic washers, dishwashers and microwave ovens (1,004,200 units), which are down slightly from a year ago, were the second highest levels ever recorded for these products in October.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1985

	October 1985	October 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	3,671.9	3,455.4	+ 6.3%	35,352.7	33,453.0	+ 5.7%
COOKING - TOTAL	1,296.7	1,272.1	+ 1.9	11,182.7	9,600.4	+16.5
ELECTRIC RANGES - TOTAL	311.2	287.3	+ 8.3	2,616.7	2,600.7	+ 0.6
Free Standing	253.6	235.2	+ 7.8	2,134.4	2,107.9	+ 1.3
Built-In	57.5	52.1	+10.4	482.3	492.8	- 2.1
MICROWAVE OVENS/RANGES	1,004.2	1,006.4	- 0.2	8,735.6	7,186.7	+21.6
HOME LAUNDRY - TOTAL	948.5	847.0	+12.0	7,744.5	7,410.3	+ 4.5
AUTOMATIC WASHERS	528.2	465.2	+13.5	4,484.5	4,318.8	+ 3.8
DRYERS - TOTAL	420.3	381.8	+10.1	3,260.0	3,091.5	+ 5.5
Electric	325.3	302.6	+ 7.5	2,570.2	2,464.1	+ 4.3
Gas	95.0	79.2	+20.0	688.8	627.5	+ 9.9
KITCHEN CLEAN UP - TOTAL	737.4	705.9	+ 4.5	6,598.5	6,528.1	+ 1.1
DISPOSERS	363.6	364.8	- 0.3	3,467.1	3,412.1	+ 1.6
DISHWASHERS - TOTAL	357.0	323.8	+10.3	2,983.8	2,965.5	+ 0.6
Built-In	334.1	300.4	+11.2	2,786.2	2,767.7	+ 0.7
Portable	22.9	23.4	- 2.1	197.6	197.8	- 0.1
COMPACTORS	16.8	17.3	- 2.9	147.6	150.6	- 2.0
FOOD PRESERVATION - TOTAL	659.1	592.5	+11.2	6,344.0	6,402.2	- 0.9
REFRIGERATORS	559.2	505.4	+10.7	5,248.7	5,271.8	- 0.4
FREEZERS - TOTAL	99.9	87.1	+14.7	1,095.3	1,130.5	- 3.1
Chest	49.5	39.5	+25.3	560.3	579.0	- 3.2
Upright	50.5	47.6	+ 6.1	535.0	551.5	- 3.0
HOME COMFORT - TOTAL	30.2	37.9	-20.3	3,483.0	3,512.0	- 0.8
ROOM AIR CONDITIONERS	23.9	36.1	-33.8	2,905.8	2,938.8	- 1.1
DEHUMIDIFIERS	6.3	1.9	+231.6	577.1	573.2	+ 0.7
GAS RANGES***	183.9	153.4	+19.9	1,506.7	1,435.0	+ 5.0

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.